



# COMMONWEALTH BUREAU OF CENSUS AND STATISTICS

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In reply quote No.

## BEER, WINE AND SPIRITS

SOUTH AUSTRALIA

YEAR ENDED 30TH JUNE, 1960

### SCOPE

This Bulletin includes for South Australia, details of the production and distribution of wine and spirits (including quantities of wine produced for private consumption) and the consumption of beer and spirits during 1959/60 and earlier years.

### PRODUCTION

The quantity of wine made in South Australia during 1959/60 was 21,575,858 gallons; a decrease of 3,555,740 gallons (14.1 per cent) from the 1958/59 production. Record production of 26,399,633 gallons was achieved in 1957/58. Grapes used during 1959/60 were 113,136 tons compared with 134,578 tons in the previous year.

Production of unfortified wine decreased from the record production of 3,520,309 gallons in 1958/59, to 3,081,419 gallons in 1959/60; a decrease of 438,890 gallons (12.5 per cent).

Particulars of beer production are not available for publication.

TABLE 1. - WINE AND SPIRITS PRODUCTION : SOUTH AUSTRALIA

Type	1955/56	1956/57	1957/58	1958/59	1959/60
<b>WINE</b>	Gallons	Gallons	Gallons	Gallons	Gallons
Beverage -					
Fortified	6,369,529	8,158,413	7,835,110	7,259,433	7,057,234
Unfortified	2,101,081	2,862,670	3,427,583	3,520,309	3,081,419
Total	8,470,610	11,021,083	11,262,693	10,779,742	10,138,653
Distillation (a)	10,839,912	13,909,970	16,235,701	15,353,829	12,414,797
Gross Total	19,310,522	24,931,053	27,498,394	26,133,571	22,553,450
Net Total (b)	18,403,197	24,038,050	26,399,633	25,131,598	21,575,858
<b>SPIRITS</b>	Pf.Gallons	Pf.Gallons	Pf.Gallons	Pf.Gallons	Pf.Gallons
Brandy	883,909	843,856	1,125,945	1,057,319	941,282
Whisky	133,724	141,715	87,948	89,870	152,102
Gin	6,037	3,208	2,801	10,947	14,398
Other Potable	13,029	11,660	12,483	10,149	12,924
Wine Fortifying	1,487,617	2,096,918	2,431,186	2,397,690	1,979,745
All Other	48,021	55,147	32,786	53,403	54,385
Total	2,572,337	3,152,504	3,693,149	3,619,378	3,154,836

(a) Used for manufacturing brandy, spirits for wine fortifying etc.

(b) Excluding liquid gallonage of spirits added in fortifying wine, such having been made from distillation wine.

Production of the various types of beverage wine for the years 1958/59 and 1959/60 are shown below in Table 2:-

TABLE 2: BEVERAGE WINE PRODUCTION - SOUTH AUSTRALIA  
(GALLONS)

Type	1958/59		1959/60	
	In Bond	Out of Bond	In Bond	Out of Bond
Fortified -				
Dry White	518,230	255,837	458,711	321,277
Sweet White	4,592,459	46,556	4,532,770	32,687
Sweet Red	1,820,961	25,390	1,710,889	900
Unfortified -				
Red	-	1,710,634	-	1,119,295
White (inc. Sauternes)	-	1,809,675	-	1,962,124
Total	6,931,650	3,848,092	6,702,370	3,436,283

#### WHOLESALE SALES TO RETAILERS

The following table shows sales of wine and brandy to retailers, both local and interstate, made from stocks held in wineries, depots, bulk stores, etc., operated in South Australia, but excludes overseas exports, ships stores and sales to agents and wholesalers. As the quantities shown include sales to interstate retailers, the table cannot be taken as an indication of the actual consumption in South Australia.

Although there has been little variation in the total wine gallonage sold during the last three years there have been upward trends in sales of sherries, sweet table wines and vermouth.

TABLE 3: WINE AND BRANDY (a) - WHOLESALE SALES TO RETAILERS - SOUTH AUSTRALIA

Type	1956/57	1957/58	1958/59	1959/60
	Gallons	Gallons	Gallons	Gallons
Wine				
Sherry - Flor	33,101	21,552	25,356	23,191
Other Dry	46,885	68,471	77,409	83,216
Sweet	579,461	622,200	653,180	694,244
Dessert Wines -				
Sweet White	399,583	369,832	314,960	255,927
Sweet Red	414,090	530,960	538,696	532,972
Table Wines -				
Dry White	90,878	174,881	106,039	114,023
Dry Red	290,322	315,087	312,474	310,900
Sweet (Inc. Sauternes & Pearl Types)	46,567	60,047	81,557	102,724
Sparkling - White (b)	25,375	26,423	47,855	51,535
Red (b)	9,721	18,931	11,137	11,184
Wine Cocktails etc.	24,730	22,997	26,362	29,801
Vermouth	22,061	23,233	26,121	31,495
Total	1,982,774	2,254,614	2,221,146	2,241,212
	Pf. Gallons	Pf. Gallons	Pf. Gallons	Pf. Gallons
Brandy	89,417	109,838	123,915	138,660

- (a) Includes imported wines and brandy which amount to a negligible total.  
 (b) Includes Natural Fermentation and Carbonated for which separate details are not available for publication.



## EXPORTS

Direct overseas exports of wine from South Australia during 1959/60 totalled 1,181,919 gallons; a decrease of 489,279 gallons (29.3 per cent) from the quantity exported during the previous year.

Interstate wine exports (including those for subsequent transshipment overseas) increased from 6,284,348 gallons in 1958/59 to 6,479,538 gallons in 1959/60, an increase of 3.1 per cent.

Direct overseas and interstate exports of wine and spirits from South Australia for the last 5 years are shown below in Table 4.

TABLE 4: EXPORTS OF WINE AND SPIRITS - OVERSEAS AND INTERSTATE -SOUTH AUSTRALIA

Type	1955/56	1956/57	1957/58	1958/59	1959/60
	Gallons	Gallons	Gallons	Gallons	Gallons
Wine - Oversea	1,102,676	1,571,021	1,401,764	1,671,198	1,181,919
Interstate	5,656,608	6,317,561	6,111,739	6,284,348	6,479,538
Total	6,759,284	7,888,582	7,513,503	7,955,546	7,661,457
	Pf.Gallons	Pf.Gallons	Pf.Gallons	Pf.Gallons	Pf.Gallons
Spirits - Oversea -					
Brandy	72,357	105,314	97,308	77,789	146,573
Other Potable	3,806	905	1,306	16,044	481

Interstate exports from South Australia of fortified and unfortified wine, classified according to the state to which exported, is shown in Table 5 for the years 1957/58 to 1959/60.

TABLE 5: INTERSTATE WINE EXPORTS - SOUTH AUSTRALIA  
(GALLONS)

State To which Exported	Fortified			Unfortified		
	1957/58	1958/59	1959/60	1957/58	1958/59	1959/60
N.S.W.	1,775,100	1,861,681	1,802,728	633,791	742,218	832,867
Vic.	1,534,752	1,475,695	1,403,778	722,298	658,257	712,110
Qld.	420,028	407,770	440,388	82,344	59,720	104,949
W.A.	645,773	685,730	754,513	94,745	106,321	122,572
Tas.	185,546	262,030	266,625	17,362	24,926	39,008
Total	4,561,199	4,692,906	4,668,032	1,550,540	1,591,442	1,811,506

## IMPORTS

Direct overseas imports of wine and spirits into South Australia for the last five years are shown in Table 6 together with an estimate of interstate wine imports.

TABLE 6: IMPORTS OF WINE & SPIRITS - SOUTH AUSTRALIA

Type	1955/56	1956/57	1957/58	1958/59	1959/60
	Gallons	Gallons	Gallons	Gallons	Gallons
Wine - Overseas	1,588	1,022	568	195	1,107
Interstate (estimated)	110,000	110,000	180,000	71,000	96,000
	Pf.Gallons	Pf.Gallons	Pf.Gallons	Pf.Gallons	Pf.Gallons
Spirits - Oversea -					
Brandy	3,369	195	443	309	1,345
Other Potable	19,998	13,453	18,191	27,078	29,313

# STOCKS

The following table shows details of stocks of wine and bonded spirits held by Winemakers and Wholesale Merchants as at 30th June, 1956 to 1960 inclusive. The figures therefore exclude stocks held by retailers.

Wine Stocks at 30th June 1960 were 27,727,908 gallons; 2,419,061 gallons (8 per cent) less than those held at 30th June 1959. Stocks of distillation wine were at the unusually low level of 331,373 gallons.

Stocks of spirits in bond decreased from the record of 9,347,447 gallons at 30th June, 1959 to 9,062,541 gallons at 30th June, 1960.

TABLE 7: STOCKS OF WINE & BONDED SPIRITS HELD BY WINEMAKERS AND WHOLESALERS, SOUTH AUSTRALIA.

Type	As at 30th June :-				
	1956	1957	1958	1959	1960
	Gallons	Gallons	Gallons	Gallons	Gallons
Wine					
Distillation	1,404,825	1,845,321	1,403,621	1,397,250	331,373
Beverage -					
Duty Paid	7,875,568	8,346,669	9,494,034	9,504,320	9,155,455
In Bond	19,343,604	19,168,538	19,237,572	19,245,399	18,241,080
Total Wine	28,623,997	29,360,528	30,135,227	30,146,969	27,727,908
	Pf.Gallons	Pf.Gallons	Pf.Gallons	Pf.Gallons	Pf.Gallons
Spirits (In Bond)					
Brandy	2,683,218	2,716,689	3,051,769	3,315,527	3,419,703
Whisky	422,735	484,495	496,186	477,069	532,841
Gin	5,016	5,165	5,654	5,091	4,303
Rum	8,389	1,719	9,241	12,866	9,392
Other Potable	8,010	9,344	10,433	10,527	14,251
Wine Fortifying -					
In Wine	4,395,059	4,373,954	4,402,076	4,345,999	4,130,084
Not in Wine	966,639	746,663	956,870	1,105,876	928,171
Other	43,375	32,490	40,884	74,492	23,796
Total Spirits	8,532,	8,370,519	8,973,113	9,347,447	9,062,541

Wine and brandy stocks as at 30th June, 1959 and 1960, classified according to whether in bond or out of bond, are shown below in Table 8.

TABLE 8: STOCKS OF WINE AND BRANDY - IN AND OUT OF BOND, SOUTH AUSTRALIA

Type	As at 30th June :-			
	1959		1960	
	In Bond	Out of Bond	In Bond	Out of Bond
	Gallons	Gallons	Gallons	Gallons
Wine				
Distillation	-	1,397,250	-	331,373
Sherry	3,241,643	1,949,245	2,908,492	2,068,911
Dessert Wines -				
Sweet White	10,799,313	886,693	9,659,578	1,020,914
Sweet Red	5,107,787	1,074,246	5,515,320	904,823
Table Wines -				
Dry White	12,669	2,525,486	48,577	2,459,514
Dry Red	-	2,769,390	19,018	2,383,041
Sweet (inc. Sauternes & Pearl Types)	62,737	147,971	72,649	140,601
Sparkling	-	96,240	-	115,446
Wine Cocktails etc.	-	28,516	-	24,215
Vermouth	21,229	26,554	17,446	37,990
	Pf.Gallons	Pf.Gallons	Pf.Gallons	Pf.Gallons
Brandy	3,315,527	7,880	3,419,703	8,592



# CONSUMPTION (Estimated)

Despite an increase in the estimated South Australian beer consumption from 16,206,000 gallons in 1958/59 to 16,653,000 gallons in 1959/60, consumption per head of population decreased from 17.85 gallons to 17.72 gallons. There has been a continuous downward trend in the estimated beer consumption per head of population in South Australia since a record 17,812,000 gallons (22.06 gallons per head) were consumed in 1954/55.

There are no wine consumption figures available for South Australia but the estimated Australian consumption increased slightly from 1.14 gallons per head of population in 1957/58 to 1.15 gallons in 1958/59. Record wine consumption was 1.80 gallons per head in 1951/52.

The following table shows estimated consumption of beer and spirits in South Australia during the last five years compared with 1938/39.

TABLE 9: CONSUMPTION OF BEER AND SPIRITS - SOUTH AUSTRALIA

Year	Total Consumption		Consumption per head of population	
	Beer	Spirits	Beer	Spirits
	Gallons	Pf.Gallons	Gallons	Pf.Gallons
1938/39	6,015,000	90,513	10.12	0.15
1955/56	17,712,000	251,395	21.22	0.30
1956/57	16,609,000	240,533	19.28	0.28
1957/58	16,673,000	250,278	18.82	0.28
1958/59	16,206,000	281,637	17.84	0.31
1959/60	16,653,000	314,268	17.72	0.33

NOTE: The particulars in the above Table are based on quantities on which Customs and Excise Duties were paid during the year and could be affected by changes in stocks, concerning which no information is available.

## RETAIL SALES

Quarterly South Australian retail sales of beer, wine and spirits for the years 1955/56 to 1959/60 inclusive are shown in the following table. The figures include sales from fixed premises at which goods are normally sold by retail to the general public but exclude sales made from licensed clubs etc.

Retail sales of beer, wine and spirits in South Australia during 1959/60 totalled £21,000,000 compared with £19,400,000 in 1958/59; an increase of £1,600,000 (8.2 per cent)

TABLE 10: RETAIL SALES OF BEER, WINE & SPIRITS (a) - SOUTH AUSTRALIA  
(£'000)

Quarter	1955/56	1956/57	1957/58	1958/59	1959/60 (b)
September	4,000	4,400	4,500	4,300	4,700
December	5,000	5,600	5,600	5,300	5,800
March	5,100	5,300	5,300	5,300	5,700
June	4,400	4,600	4,500	4,500	4,800
Total	18,500	19,900	19,900	19,400	21,000

(a) Adjusted on a basis comparable with the 1956/57 Retail Census

(b) Subject to Revision

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2nd November, 1960